

VISUAL LANGUAGE 3

There are many techniques used in visual advertising that attempt to change what we think about a product - the aim is to get us to like it, want it and pay money for it!

Being aware of how advertising persuades us is important. It means we can read between the lines and make informed decisions about the product being advertised to us. Being conscious of a message allows us to make our own choices!

Read through the information below - it describes a technique used in advertising and how it works to persuade us.

COMPOSITION

This technique refers to the arrangement or placement of visual elements in an image (such as a print advertisement).

The Rule of Thirds is a common principle used in the composition of a visual text. According to this rule, the image is divided into three equal parts horizontally and vertically (like a grid). Important elements of the picture (such as the product in a visual advertisement) are then placed at the intersections of horizontal and vertical lines of this grid.¹ These are the points that are going to make the best impact on the viewer.

For example:



Note the placement of the text - it is all placed on the intersections of the grid. The same can be noticed for the image - the woman's face is almost directly placed on the intersection of the top right-hand grid, effectively drawing the viewer's attention to that position on the advertisement.

1. <https://wow-how.com/blog/articles/9-commonly-used-techniques-in-visual-advertising>

Image credit: <https://www.companyfolders.com/blog/rule-of-thirds-graphic-design>